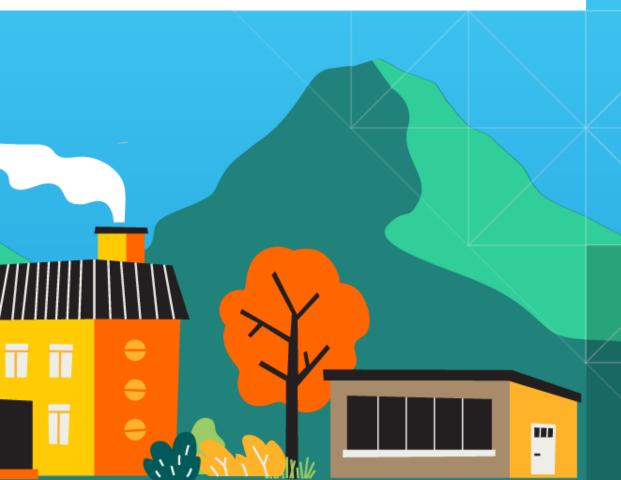
TOOLKIT CRESTED BUTTE WASTE-FREE EVENTS

May 2022









CLIMATE ACTION IN THE TOWN OF CRESTED BUTTE

As part of the Waste Stream Reduction initiatives of the <u>2019</u> <u>Climate Action Plan</u>, the Town of Crested Butte will be incentivizing event organizers to plan events that reduce waste and educate the community about the importance of reducing waste within the valley.

A Waste-Free Event is something to be very proud of! Conventional events produce massive amounts of trash and waste, much of it from single use cups, plates, cutlery and napkins.

This Waste-Free Toolkit assists event planners by providing resources and information that will help you create a successful Waste-Free Event!

What is a Waste-Free Event?



REDUCE WASTE

Reduce waste to landfill from food, packaging, water, and all other single-use materials



REUSE MATERIALS

Encourage attendees to bring their own materials, rent Sustainable Crested Butte's Waste-Free Event materials, or purchase EcoProducts Vanguard line single-use compostables



RECYCLE

Encourage recycling and prevent crosscontamination



Waste Free Events Worksheet

As part of the Town of Crested Butte's Climate Action Plan, The Town anticipates developing a waste free special event policy in the future. For the 2022 summer events season, the Town will reimburse permit fees for events that take actional steps to strive for zero waste to help educate and prepare events and patrons on zero waste options and opportunities. To be eligible for this incentive program, special events permitted by the Town will be required to fill out the worksheet below and complete the post event survey in order to receive the permit fee reimbursement.

For more information on how to make your event Waste Free, please refer to the **Waste Free Event**Toolkit provided by Sustainable Crested Butte.

Toolkit	provided by Sustainable Crested Butte.
Do you	intend to take steps for your event to strive for becoming waste free?
	Yes No
that tv	the methods that you plan to use to make your event waste free from the list below. Please note, yo or more must be selected to qualify for reimbursement. Out the Waste Free Events Toolkit for more information and ideas.
	Provide water bottle refill stations and encourage patrons and vendors to bring their own water bottle. Encourage vendors to provide reusable bags for purchase Encourage "bring your own" for patrons for tableware/utensils (cups, plates, silverware, etc.) Hire a reusable materials vendor (such as Sustainable CB) to bring tableware to your event Use single use products that are compostable, such as the ECO Brand products, and provide composting bins (please reference the waste free events toolkit for information about composting at your event) Provide composting bins for food waste Add recycling receptacles next to garbage receptacles Other, please describe:
Is there	e any other information you'd like to add about how you plan to make your event waste free?
	stand that I am required to fill out a post event survey to receive my permit fee reimbursement: Yes
Signed	No : Date:

BUILDING A WASTE-FREE FUTURE IN THE GUNNISON VALLEY

Our Recycle Train and Waste-Free Events programs actively work to eliminate waste in Gunnison Valley.

Recycle Train is our monthly drop-off program for hard to recycle materials. For a small fee, you can recycle many of the items Gunnison County Recycling Center and Waste Management do not accept. Start saving your hard to recycle items and bring them to the next Recycle Train drop off at the Crested Butte Community School parking lot.

Special events are a huge part of Crested Butte's community culture, and we launched our Waste-Free Events program in 2016 to empower Gunnison Valley events to dramatically reduce their use of single-use plastic.



9 STEPS TO A WASTE-FREE EVENT

Holding a Waste-Free Event is easier than you may think. We've organized this toolkit into 9 steps to follow.

- Work with staff to determine your Waste-Free Event goals
- **02** Secure volunteers
- **03** Develop a site plan
- **04** Educate patrons before the event
- **05** Support your vendors
- **O6** Secure receptacles
- **07** Create event signage
- **08** Hold the event
- **09** Provide feedback after the event



WORK WITH STAFF TO DETERMINE YOUR WASTE-FREE EVENT GOALS

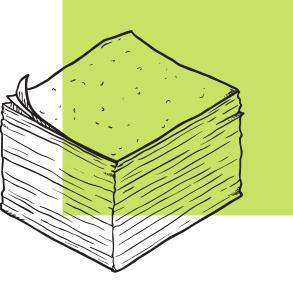


STEP 1: WORK WITH YOUR STAFF TO DETERMINE YOUR WASTE-FREE EVENT GOALS

Working with event staff, determine how your Waste-Free Event will be implemented. You will need to:

- Identify the types of waste your event will create (e.g., food wrappers, plastic utensils, plates, cans, bags, etc). Write them down and then determine a plan for reducing or eliminating the waste.
- You will still need to have small trash bins at your events for items that can't otherwise be diverted.
 However, use should be discouraged to obtain the goal of a truly waste-free event.
- You will need to provide compost receptacles for food waste and single-use compostables if you are using them.
- Ensure staff members know their specific responsibility before, during, and after the event.
 Responsibilities may include:
 - Waste, recycling, and compost monitoring
 - Patron education
 - Parking lot patrol for trash/recycling collection
- Let the Town of CB know how you plan to implement your Waste-Free Event by submitting the worksheet found on the following page.





Choose how you will reduce waste. Waste reduction options:

- 1. Patrons "Bring Their Own" reusable materials
- 2. Rent Sustainable Crested Butte's "Waste-Free Event" materials to patrons
- 3. Vendors provide "Single-Use Compostables"

Consider the following when choosing a method to reduce waste:

	1	2	3					
	Bring Your Own	Waste-Free Events	Single-use Compostables					
	Patrons bring their own reusable materials	Rent reusable materials to patrons	Vendors provide compostable materials to patrons					
GUIDANCE	No matter how much marketing you do, some patrons will inevitably forget to bring their own materials. You will want to have another option for them at the event.	Sustainable Crested Butte will set up your event so patrons can pick up materials and return them when they are finished.	Vendors can purchase compostable options from EcoProducts Vanguard Line.					
TIPS	Vendors might offer discounts to customers who bring their own utensils, cups, plates to encourage less waste.	Creating an incentive for patrons to return the items is key to ensuring you get them back. Sustainable Crested Butte requires patrons to pay \$10 to receive materials, they'll receive their money back when they return the items.	Compostable materials do not compost in a landfill so event organizers will need to contract with a composting company for a compost roll-off.					

Below is a cost-comparison of the 3 options for a Waste-Free Event. The cost comparison is based on 500 items for a 1-day event:

- 1. Asking patrons to "Bring Your Own" materials is the most cost-effective and least waste producing option.
- 2. Utilizing Sustainable Crested Butte's "Waste-Free Events" materials is the next most cost-effective option if your event is 500 or less attendees. The Town of Crested Butte's recommendation the combination of "Bring Your Own" materials and Sustainable Crested Butte's "Waste-Free Events" materials.
- 3. "Single-use Compostables" are a great option for very large events like Fourth of July. Compostables do not compost in landfills; event organizers will need to provide compost receptacles for patrons and vendor.

500 Item Cost Comparison

Item Type	Bring Your Own	Waste Free Events	Single-use Compostables
Compost Roll-off			\$1,700
Bundle (16-ounce cup, flatware, 9" plate)	\$0	\$500	\$365
2 Sustainable CB Staff Attendants		\$400 (\$25/hour; 8-hour day)	
Dishwashing		\$250 (\$25/hour; 2 people; 5 hours)	
Volunteers		4/day	
TOTAL	\$0	\$1,150	\$2,065

Source for Waste-Free Events: <u>sustainablecb.org</u>. Source for Single-Use Compostables: <u>https://www.ecoproductsstore.com/</u>





Option 1: Patrons bring their own reusable materials

This option requires the most foresight and pre-planning, but once the initial infrastructure is in place, is the simplest way to keep your event waste-free.

From the beginning, the event will need to be marketed as waste-free, and marketing materials will need to clearly state that patrons are encouraged to bring their own reusable materials. Check out the Happy Valley, Oregon Pickathon Festival's "How it Works" poster from 2019 for inspiration: Zero Single Use Items = A Trash Free Festival (pickathon.com) and see the case study.

DIY dishwashing stations can be set up for patrons to wash their own materials.

In order to incentivize participation, consider discounting the entry fee for patrons who bring their own cups, reusable water bottles, plates, utensils and bags.

Also consider ways to minimize the need for materials in the first place. Whenever possible, offer finger foods to use fewer utensils.

Consider replacing plastic bowls with bread bowls and using cones for ice cream. Food items generate a minimal amount of waste for either trash or composting.

Paper napkins are compostable and can replace bulkier plates.





Option 2: Rent Waste-Free Event Materials from Sustainable CB

No matter how well the event is marketed as sustainable and waste-free, there will inevitably be patrons who forget to bring their own materials. Sustainable Crested Butte will rent reusable tableware that patrons can use and return during the event.

Materials are available for events of all sizes, and include dishes, flatware, cups, cloth napkins, wine glasses, champagne glasses, and ceramic mugs.

Sustainable Crested Butte will set up and staff a booth for patrons to pick up materials for a refundable \$10 fee. Patrons receive their money back when they return the items. For more information, visit sustainablecb.org

Patrons renting materials can also utilize the DIY dishwashing stations.

Option 3: Vendors provide compostable materials to patrons

It is important to be aware that most compostable singleuse alternatives do not decompose in a landfill on their own. Event organizers will need to provide compost receptacles.

Ecoproducts is a Boulder, CO-based company specializing in recycled or renewable single-use products. Items in their Vanguard line are sugarcane-based, PFA-free compostable plates and bowls that can be used in place of traditional disposable items. See https://www.ecoproductsstore.com/.

3XM Grinding and Compost is the only OMRI (Organic Materials Review Institute) listed composter on the Western Slope of Colorado. www.3XM.Biz.

They take food waste, including meat, and compostable containers. 2022 pricing is as follows:

- 20 cu/yd open top is \$1,145 as a single or \$945 each for two
- 30 cu/yd open top is \$1,425 as a single or \$1,225 each for two
- 40 cu/yd and 30 cu/yd bear proof containers are \$1,700 as a single or \$1,500 each for two.







DYI Dishwashing Stations

There are a variety of portable dishwashing station options which provide a water source, soap and drying cloths for patrons who have their own reusables.

Alternatively, volunteers can help run washing stations.





Source: Portable Sinks w/ Hot Water - 3 Comp, Hand Wash at ConcessionSinks.com



Case Study: Pickathon Music Festival, Pendarvis Farm outside of Portland, Oregon

In 2010, Pickathon became the first music festival to eliminate all single use cups and water bottles. In 2011, it was the first large American outdoor music festival to eliminate all single use dishware and utensils. These initiatives have both contributed to the cleanliness and beauty of the festival and have drastically reduced the volume of garbage coming in and then leaving Pendarvis Farm for the landfill each year.

DISH CHOICE #1:

Patrons purchase a unique token for \$10 and bring it to any of the <u>food vendors</u> in exchange for a plate and utensils with each order. When they're done eating, they bring their dirty dishes to one of the Dish Return Stations and get another token for use with their next meal. At the end of the weekend, patrons redeem this token at the Dish Booth and take their new Pickathon dishware and utensils with them.

DISH CHOICE #2:

Patrons can opt-out of the whole token/dishware system and manage their own reusable dishware and utensils at no cost. This means patrons need to bring their own clean dishware to a food vendor and wash their own dishware and utensils at the DIY Dishwashing Station. Then they must take their dishware and utensils with them when they leave.

CUP CHOICE #1:

Patrons can purchase one of the collectible KleanKanteen Pickathon Pint Cups, use it all weekend in the beer gardens, and then bring it home at the end of the festival.

CUP CHOICE #2:

Patrons can bring, use, and wash their own cups, for no cost, for use with the food vendors for any non-alcoholic drinks. Pickathon limits this choice to non-alcoholic drinks only: coffee, smoothies, lemonade, anything in the food vendor area. The beer garden will only pour into Pickathon Klean Kanteen cups. These cups can also be patrons' own Pickathon KleanKanteen cups from past festivals.



Case Study: Planet Bluegrass Festivals, Telluride, Colorado

Telluride Bluegrass invites 4,000 festivarians annually to camp and enjoy the festival. In collaboration with the Leave No Trace Center for Outdoor Ethics and Eco-Products (supplier of free compostable bags for your campground compost), the festival rewards campsites that excel in creative, sustainable camping.

All entrants are eligible for random daily prizes, while campsites that excel in achieving the highest levels of the Leave No Trace philosophy could win free camping and 4-day passes for the next year's Festival.

The contest is open to all campers in any of the Planet Bluegrass-managed campgrounds. You can nominate your own campsite or one of your neighbors by doing the following:

- Complete the 1-page campsite entry form at the Leave No Trace booth inside the festival.
- Stop by the Leave No Trace booth each day to view all the campsite entries. Each day they select 2 winners (one chosen by the staff, one chosen at random) for daily prizes.
- Staff select the grand prize winner after the campground pack-out is complete following the festivals.

SECURE VOLUNTEERS



STEP 2: SECURE VOLUNTEERS





In addition to event volunteers, choosing and training specific waste-free volunteers is critical.

DETERMINE HOW MANY VOLUNTEERS YOU NEED

You will need volunteers to monitor waste stations to limit cross-contamination between landfill waste and recycling and facilitate proper waste disposal practices. This volunteer duty is very important. Without volunteers to help patrons at the waste stations, your recycling has a very high likelihood of being contaminated.

Volunteers will also be useful at information booths and entrances to educate patrons as they arrive and answer questions.

You will also need volunteers near food vendors to help explain that you are holding a Waste Fee Event and provide guidance.

RECRUIT VOLUNTEERS

Match volunteers to skills needed (i.e., assertive volunteers for waste station monitoring)

TRAIN VOLUNTEERS

Ensure all volunteers have an appreciation of the efforts to maintain a Waste-Free event

Ensure each volunteer understands her/his specific duties and resources (e.g., where to find supplies) Have support available for volunteers; clearly indicate whom they contact with questions/issues

IDENTIFY VOLUNTEERS ON THE DAY

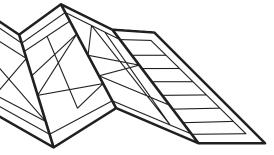
Make Waste-Free Event volunteers easily identifiable during the event by providing matching t-shirts and name tags. Name tags alone will not be sufficient for patrons to identify help when needed.

DEVELOP A SITE PLAN









STEP 3: DEVELOP A SITE PLAN

A site plan is a top down, bird's eye view of your event. It should show where your event is located, and outline where entrances/exits, bathrooms, facilities, vendors, music, and other activities will be.

Having a strategically developed site plan will set your Waste-Free event up for success. When designing your site plan, consider the following:

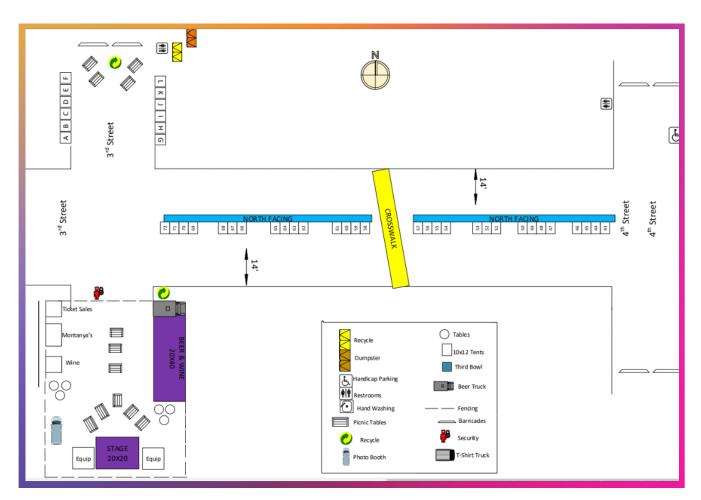
- How and where will patrons enter the venue?
- If your event involves food, where will patrons eat?
 Where will the food vendors set up?
- Where are places where patrons will accumulate waste?
- Where can you best display Waste-Free event information to attendees?

Draw your site plan and pinpoint the following:

- Location of waste stations near the above-mentioned points. Only offer trash bins in conjunction with recycling and compost bins
- · Location of food vendors
- Location of water bottle filling stations

Example Site Plan

This is an example site plan from the Crested Butte Arts Festival. Notice the location of recycling and waste stations. Depending on the festival's Waste-Free Event goals (Step 1), you may need to consider additional locations where patrons pick up materials and return them when they are finished. You will also need locations for water bottle filling stations and patron education.



Source: Crested Butte Arts Festival

EDUCATE PATRONS BEFORE THE EVENT



STEP 4: MARKETING AND MESSAGING TO PATRONS

Before the event

How you educate event patrons during the event will depend on the method you use to reduce food waste. For example, if your event rents reusable materials to patrons, you should explain the process to patrons before the event.

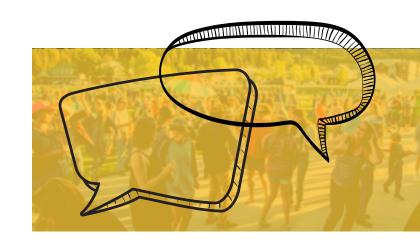
Regardless of the method you use to reduce food waste, explain to patrons that your event is waste-free and encourage patrons to bring their own water bottles and cups. You might use the following resources to explain your waste-free event goals:

- · On their ticket or E-tickets
- In the texts/emails you send as reminders
- An ad in the CB News (<u>classifieds@crestedbuttenews.com</u>)
- A KBUT radio spot (gunnisonvalleycalendar.com/submit -an-event)
- Posters around town
- Share the layout of the event; where to locate waste stations and water bottle filling stations, etc.

During the event

During the event, use every opportunity to remind patrons of your waste-free goals:

- Banners in the parking lot
- At the welcome booth: provide information about how the event works regarding waste and why. Let your patrons know who to ask for help, what volunteers look like or where information booths are. Share the layout of the event; where waste stations and water bottle filling stations are located, etc.
- On welcome banners as patrons arrive
- At the food court
- Ask vendors to remind patrons as it makes sense to do so



SUPPORT YOUR VENDORS



STEP 5: SUPPORT YOUR VENDORS

If the event involves food vendors, these are a large part of your event and have the potential to generate the most waste. Explain to vendors your goal for your Waste-Free Event and your expectations.

Highlight the importance of participating in the Waste-Free Event and educate vendors on how you are going to hold a Waste-Free Event.

Share the site plan with vendors to communicate:

- Vendor locations
- Patron traffic flow
- Waste locations

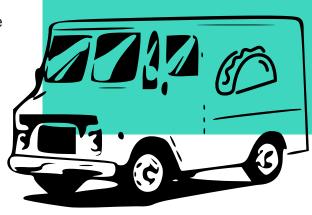
Communicate early and often with all of your vendors about the goals of your Waste-Free Event so that they are not surprised upon arriving.

If your goals for the event ask that vendors provide compostable options, require that they purchase EcoProducts' Vanguard line.

Ask about vendors' needs and contributions to waste (e.g., left-overs, containers) and work together to help determine how to reduce waste. Consider donating leftover food to Mountain Roots Food Project by contacting the food security coordinator at foodsecurity@mountainrootsfoodproject.org.

Share these helpful tips with vendors to reduce waste before it starts

- Consider reducing the need for utensils by serving food that can be eaten with your hands.
- Do not provide straws or lids – these small items are unnecessary and contribute significantly to waste.
- Provide reusable bags for purchase or do not provide bags at all.
- Sell drinks on tap. If tap is not an option, sell drinks in reusable or recyclable containers – cans or glass are preferableto plastic.
- Use bulk condiment dispensers.
- Carefully plan quantities so there is not excess. If there is excess, encourage post event food donation.



SECURE RECEPTACLES



STEP 6: SECURE RECEPTACLES

Using your site plan and your Waste-Free Event goals, secure appropriate receptacles for the locations you identified.

- Contact Waste Management or take your own recycle bins to Gunnison County Recycling Center. Waste
 Management contact info is 970.349.1033 or go to their office at 467 Riverland Drive, Crested Butte, CO
 81224. There are several options for event recycling available depending on the size of your event and your
 needs. Gunnison County Recycling Center website is https://www.gunnisoncounty.org/169/Solid-WasteManagement. Phone number is 970.641.0044.. Address is 195 Basin Park Drive Gunnison, CO 81230
- Contact Event Water Solutions at www.eventwatersolutions.com or at 705.623.2787 to secure water bottle filling stations.
- Contact 3XM Grinding and Compost at www.3xm.biz or 970.531.7416 to secure disposal containers for the only industrial composting available on the Western Slope.
- Contact Sustainable Crested Butte at www.sustainablecb.org to secure receptacles for hard-to-recycle materials that are not collected by Waste Management.



Water Bottle Filling Stations

Event Water Solutions is the leader in providing water refill stations across North America for festivals and events.

Their water stations connect to any potable water source and remain connected throughout the event. The water is then run through 3 filters, a U.V. light for purification and a chilling system. Each unit can service between 5,000 and 8,000 people per day and can fill an average-sized water bottle in 6-8 seconds.

Here is a link to a PowerPoint presentation with details: http://bit.ly/NAGeneral_Deck

The stations are also designed to be sponsorship friendly. Here is a separate PowerPoint deck to send to potential sponsors: http://bit.ly/NASponsorship_Deck.



In addition to supporting your Waste-Free Event, water bottle filling stations offer these benefits:

SUSTAINABILITY

Portable water refill stations reduce a festival or event's overall carbon footprint by eliminating the need for single-use plastic water bottles.

FAN EXPERIENCE

Offering the access to free, cold, filtered water is one of the best ways to give back to your festivalgoers, and their appreciation of free water is regularly broadcast on social media sites and onsite.

REVENUE GENERATING

Whether through sponsorship or reusable bottle sales, there are multiple ways to generate revenue with water stations and offering free water.

HEALTH & SAFETY

Water treatment solutions keep festival attendees and staff hydrated, while decreasing the risk of heatstroke and other heat related ailments.



Receptacles for Hard-to-Recycle Items

Sustainable Crested Butte will rent receptacles for hardto-recycle items, including materials that Waste Management does not accept, such as:

- Plastic bags and plastic film
- Block Styrofoam
- Waxed paperboard

For more information, please visit sustainablecb.org or contact sustainablecb@gmail.com

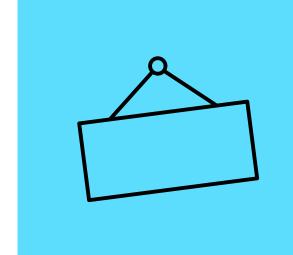


CREATE EVENT SIGNAGE



STEP 7: CREATE EVENT SIGNAGE

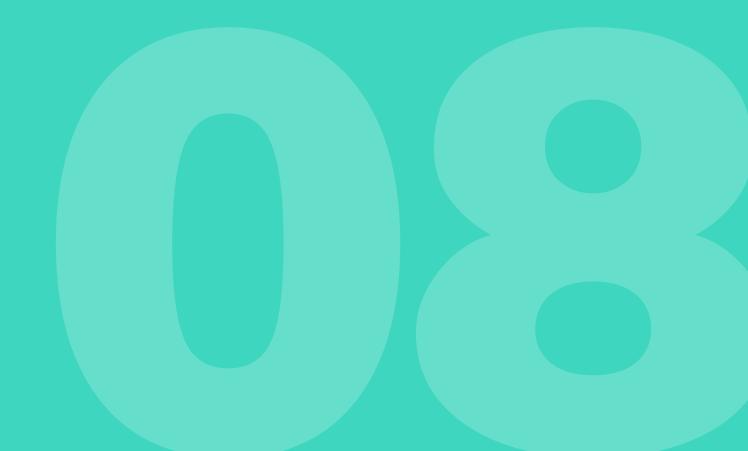
- Review your Site Plan and place signage throughout the event to indicate directions to waste stations, information stations, and dirty dish stations (if applicable).
- Place signs at all waste stations, information stations and points of entry.
- Place signs on receptacles.







HOLD THE EVENT



STEP 8: HOLD THE EVENT

With all the planning and logistics in place, communicating waste-free strategies to participants is key on the day of the event.

Vendor check-in

- Include waste-free guidelines with vendor check-in
- Remind vendors of the agreement signed
- Familiarize vendors with recycling procedure, types of recycling available and waste station locations
- Verify compliance of items sold or offered; ask vendor to remove or replace non-compliant items

Volunteer check-in

- Ensure that all volunteers have contact numbers for the volunteer coordinator, in case of issues or questions
- Confirm that each volunteer is easily identifiable; issue apron, t-shirt or nametag
- Remind volunteers of their specific tasks and resources, including access to extra materials (e.g., replacement bags)
- Inform volunteers of procedures in case unanticipated waste streams are created

Signage

- Place signs at all waste stations, information stations and points of entry
- Walk through site 'traffic flow' and verify best placement of signs and waste stations
- Tape or glue actual items at the waste stations as visual cues for attendees
- Replace missing or damaged signs throughout the event

Announcements

- Make occasional announcements throughout the event:
 - Remind attendees of the importance of waste-free practices
 - Remind attendees to not contaminate the recycling
 - Celebrate the waste-free accomplishments of the event

The Waste-Free Event Checklist is a set of guidelines which help ensure that you have thoroughly prepared for your Waste-Free Event, have a successful day-of event, and follow up with the Town post-event.

EVENT PREPARATION CHECKLIST
Step 1: Work with staff to determine your Waste-Free Event goals
Step 2: Secure volunteers
Step 3: Develop a site plan
Step 4: Educate patrons before the event
Step 5: Support your vendors
Step 6: Secure receptacles
Step 7: Create event signage
Step 8: Hold the event
Step 9: Provide feedback after the event

DAY OF EVENT CHECKLIST	
Set Up	
> Signage	
> Waste Receptacles	
Vendor Check In	
Volunteer Check In	
Announcements	
Record Waste: type and amount	

POST EVENT CHECKLIST

Evaluation Survey

PROVIDE FEEDBACK AFTER THE EVENT



STEP 9: PROVIDE FEEDBACK AFTER THE EVENT

Use this form to evaluate your event and share successes and challenges with the Town of Crested Butte. Please email this evaluation to the Town of Crested Butte and Sustainable Crested Butte when completed. We'd like to help make your Waste-Free Events successful!

In order to receive a reimbursement from the Town for your event permit fee, please complete the post-event survey found at https://www.surveymonkey.com/r/cbwastefreeeventsurvey.

- What method did you use to reduce waste at your event (i.e., Bring Your Own, Waste Free Events, Single-use Compostables)
- Revisit your Waste-Free Event goals. What went well? What can be improved?
- How did patrons respond to the new Waste-Free Event structure?
- Did vendors have any trouble following the Waste-Free Event guidelines?
- Did volunteers have any trouble with educating patrons?
- How much waste did your event generate? Does this differ from previous years? What could be done by your event to continue to reduce waste in the future?
- What guidance was missing in the Toolkit that could have helped you deliver a successful Waste-Free Event?

ACKNOWLEDGEMENTS



